



Hosiery in Israel

February 2026

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Value-led demand strengthens as travel disruption weighs on sheer hosiery

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INDUSTRY PERFORMANCE

Local production and value offerings drive sales

Non-sheer hosiery dominates sales due to everyday demand

Tariffs and supply chain challenges reshape competitive landscape

Chart 3 - Delta Balances Value and Performance in Hosiery Offering

WHAT'S NEXT?

Local brands and non-sheer hosiery drive sales growth

Non-sheer hosiery maintains dominance, sheer hosiery grows steadily

Value for money and local brands shape future trends

COMPETITIVE LANDSCAPE

Delta Galil maintains lead through value and availability

Local production and value offerings drive market stability

CHANNELS

Offline retail dominance continues with specialist stores

Retail e-commerce remains resilient despite offline dominance

No new retail brands or concepts emerged in 2026

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Apparel and Footwear in Israel - Industry Overview

EXECUTIVE SUMMARY

Israel's apparel and footwear market grows as consumers shop locally and online

KEY DATA FINDINGS

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Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Local shopping boosts sales amid global uncertainties

Apparel remains largest component of overall sales

Adidas capitalises on local logistics advantage

Chart 6 - Domestic Travel Spurs Apparel and Footwear Sales as Fewer Israelis Shop Abroad

WHAT'S NEXT?

Zara to lead premiumisation trend with luxury collaborations

Local brands and retailers will adapt to changing consumer needs

Sustainability and technology to drive innovation in retail

COMPETITIVE LANDSCAPE

Adidas maintains lead in Israel's apparel and footwear market

Local brands and retailers adapt to changing consumer needs

CHANNELS

Offline retail leads with strong physical store presence
E-commerce grows rapidly with omnichannel retail strategies
Omnichannel retailing drives customer engagement and loyalty

PRODUCTS

Tariffs and supply chain disruption favour locally agile players
Market polarisation drives demand for diverse product offerings

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